

Message Text

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PAGE 01 TOKYO 10924 150909Z
ACTION COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 /021 W
-----069365 160200Z /15
R 150833Z JUN 78
FM AMEMBASSY TOKYO
TO SECSTATE WASHDC 8841

UNCLAS TOKYO 10924

E.O. 11652: N/A
TAGS: ETRD, JA, US
SUBJECT: PLANNING FOR OCTOBER EXPORT MISSIONS

REF: STATE 150280

1. SUMMARY: EMBASSY URGES MOST CAREFUL SELECTION OF TEAMS FOR OCTOBER MISSIONS. QUICK BUCK ARTISTS SHOULD NOT APPLY. FIRMS WILLING AND ABLE TO CONTEMPLATE LONG-RANGE COMMITMENT TO PROBING JAPAN MARKET SHOULD BE PREFERRED. END SUMMARY.

2. EMBASSY APPRECIATES INFORMATION IN REFTEL INDICATING STAFFING OF EXPORT DEVELOPMENT MISSIONS IS PROCEEDING. WE REALIZE DIFFICULTIES USDOC MUST OPERATE AROUND BUT URGE ATTENTION BE PAID TO LONG-RUN DEVELOPMENTAL GOALS OF MISSIONS.

3. IN SEVERAL RECENT CONVERSATIONS EC MINISTER HAS BEEN TOLD BY TRADING COMPANY REPS THAT US WILL FACE MAJOR DIFFICULTIES IN MAKING SIGNIFICANT INROADS INTO JAPANESE CAPITAL GOODS MARKET AT THIS PHASE OF JAPAN'S RECOVERY. WHILE THERE IS MOUNTING CONFIDENCE THAT JAPAN WILL ATTAIN ITS 7 PERCENT GROWTH TARGET, FOCUS OF NEW PROGRAMS IS ON PUBLIC WORKS AND THERE HAS NOT BEEN AS MUCH NEW INVESTMENT AS HOPED.

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4. THEREFORE IT BEHOOVES US NOT TO EXPECT DRAMATIC NEW IMMEDIATE SALES BUT TO USE MISSIONS TO DEVELOP LONG-RANGE CONNECTIONS THAT CAN PAY OFF AS DEMAND INCREASES.

5. IN ANY CASE, FIRMS INTERESTED IN THE JAPANESE MARKET MUST UNDERSTAND THAT A LONG-RANGE STRATEGY IS THE ONLY ONE THAT WILL PAY OFF HERE. FIRMS MUST BE PREPARED TO

SEND REPRESENTATIVES HERE FREQUENTLY, TO ASSURE ATTENTION T
CUSTOMERS AND FOLLOW-UP WITH GOOD SERVICE FACILITIES.
FIRMS THAT CANNOT CONTEMPLATE SUCH EXPENDITURES SHOULD NOT
BE ENCOURAGED TO MAKE A QUICK FORAY INTO JAPAN.
MANSFIELD

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